

Convention Reports of the Hardware Manufacturers',
Southern Jobbers' and Old Guard Salesmen's Associations

Live Stove Selling Stories in this Issue. Pages 31 - 34

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VOL. 85. No. 17. 620 SOUTH MICHIGAN AVENUE, CHICAGO, APRIL 28, 1923. \$2.00 Per Year.

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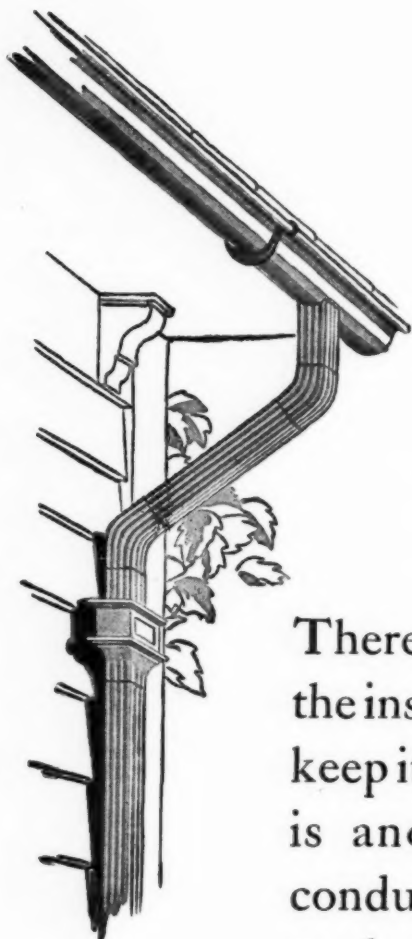
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Thoroughly Covers
the Hardware, Stove,
Sheet Metal, and
Warm Air Heating and
Ventilating Interests

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THE WISE MERCHANT BUYS WHAT HE NEEDS, BUT HE DOES NOT GAMBLE ON RISE OR FALL

Babson says that we have not reached the peak of the present heavy buying nor of the wave of prosperity. He is not quite sure when the peak will be reached, but a number of manufacturers have already come to the point where they are putting their feet on the brakes, even though they are not yet applying much of a pressure.

In this we feel that they are wise.

It was the senseless bidding for goods—finished or in the raw material stage—which brought the crash in 1920, and while there may be some who failed to learn anything from the experiences of the past three years, the great majority of men engaged in manufacturing, wholesaling and retailing realize that there is such a point—not very far distant right now—beyond which it is not safe to go in the matter of purchase price, which, of course, also means a safety point in the selling price.

We read in the daily papers of wage advances in many lines—steel mills, stock yards, cotton factories, clothing factories, etc.—all of which must mean higher manufacturing costs, for the operatives' output is not increased.

We also read of the reflections of these higher wages in the advances in selling prices of manufactured articles, and we also read of the grumbling of the salaried men and women and of the farmer, the two classes whose incomes have not been changed to any great extent.

But we also note that buyers of semi-finished and raw material are not obligating themselves for extraordinarily large quantities nor for long periods.

They are buying enough to keep their factories going for a definite period, paying the price necessary today for what they need. And the wholesaler is doing the same—keeping his stock in condition to fill orders and thus render proper service to the retailer.

The retail hardware and stove merchant, the furnace installer, the sheet metal contractor, who is on the job, places orders for such quantities of staple goods as he feels reasonably certain can be sold before fall, and he also makes preparations to have on hand a sufficient stock of other articles that are more to be classed as "seasonable," so that he may properly serve his people for the balance of this year.

Retail merchants are not speculators. They are merchants before anything else—and that is why they will buy conservatively, and keep on buying as they sell.

* * *

The week of May 7th will be a very important period for all who manufacture or sell stoves and ranges, for during that week many of the manufacturers will meet in convention, and cost systems, relations with labor and selling policies will be discussed. We shall report the proceedings as fully as usual in our issue of May twelfth.

Random Notes and Sketches.

By Sidney Arnold

I know one or two so-called sales-managers whom the following dialogue fits to a T:

"Is the office boy on duty to keep people away from me?"

"Yes, sir."

"Is there a bench in the hall on which busy men may sit while waiting to see me?"

"Yes, sir?"

"Is there a hidden lock on the gate that leads into the outer office?"

"Yes, sir."

"Has the telephone girl been instructed to ask all who call for me their name and business?"

"Oh, yes, our telephone girl knows all about that."

"And to consult me before permitting anyone to talk to me?"

"Yes, sir."

"Is everything arranged here to make it as difficult as possible for people to transact business with this firm?"

"It is."

"Good. Then I'll go into my office and begin plans for our salesman selling other people."

And the wonder is that this sort of men actually expect their salesmen to overcome this same sort of barricade without delay of any kind!

* * *

When George B. Carr found out that the reducing phonograph records were ineffective in his case—he had an idea, you know, that all you had to do was to listen to them—he made up his mind that maybe a few hot drinks and a bath or two a day would do him some good, so he went to Hot Springs, Arkansas, with Mrs. Carr along to see that he got the drinks and the baths.

George wrote me that he is already feeling thinner and that Mrs. Carr—whose health really was his chief reason for going—is getting better.

Have a good time, George, but the bunch missed you at Decatur

last week, and I notice that you got beaten for re-election by a punk Editor.

* * *

"Never jump at conclusions," says Dick Moncrief, of the Henry Furnace & Foundry Company, "for you will most likely get in wrong, as the traveler did in this case:

The city papers had just arrived in the village and a group of rustics were gathered in the postoffice discussing a sensational divorce case.

"The hull trouble is these here hasty marriages," orated one. "These folks is in too much of a hurry to marry. Why, these here hadn't known each other more than seven years before they up and went to see a parson. Wasn't hardly acquainted, you might say. When a couple's courting, they can't be too careful. Now, me, I courted old man Hendricks' daughter a matter of sixteen years."

"You were certainly careful," remarked a traveler who had just got off the train. "Was your marriage as successful as it should have been?"

"Don't jump to conclusions too soon, young feller," cautioned the sixteen-year swain. "I understood her then, so we didn't marry."

* * *

James Charles Allen, who installs Titan warm air furnaces in and around Rockford, Illinois, told me the other day that E. J. Hahn, the Wisconsin and Northern Michigan representative of Titans and also of the renowned Renown ranges, always stops at the Broadway Hotel when in Green Bay, Wisconsin.

The landlord, whose patronymic is McGinnis, thought for a long time that Ed was a clergyman and whenever he was at the hotel a special effort was made to keep the boys from being noisy and not too obvious in their little games of African dominoes or in their study of that famous book of 52 pages which is

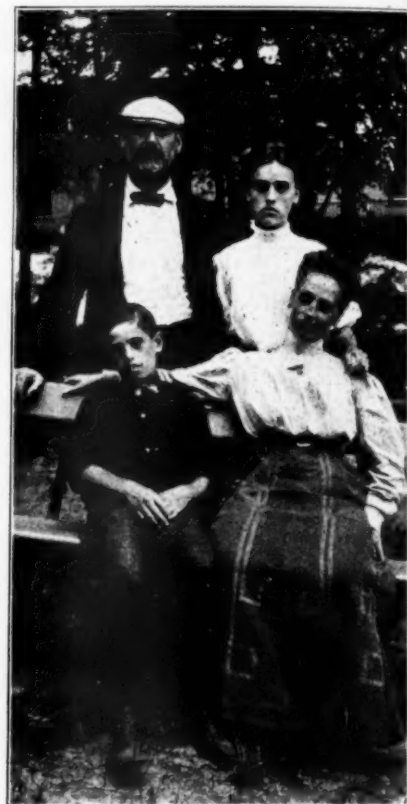
perused so industriously by some men.

But one day McGinnis found out that Ed was nothing more or less than a stove and furnace salesman.

James Charles tells me that Ed's appearance has no effect on his ability as a salesman. The fact that his trousers are always sharply creased does not seem to interfere with his persuasiveness.

* * *

Some of you hardware merchants may have no difficulty in recognizing the British looking gentleman in the accompanying family group, but



Charles F. Sylvester and Family.

I am inclined to believe that most of you would hardly guess him to be the same party as the portly, but no older looking king of good fellows who goes by the name of Charles F. Sylvester.

Charlie does not wear whiskers now and his moustache is less on the soup strainer order than it shows in the picture which, by the way, was taken about 1906.

Miss Sylvester is the boss of the Sylvester household, Charlie's good wife having passed on some years ago, and the boy having a family of his own in Pittsburgh.

Dr. Wagner Points Out Great Opportunity for Putting Warm Air Heating Really on Map.

This Progressive Furnace Manufacturer Paints a Realistic Picture of What This Business Can Be Built Up to Be, and Suggests Means for Doing It.

Written for AMERICAN ARTISAN AND HARDWARE RECORD by Dr. John P. Wagner, President, Success Heater Manufacturing Company, Des Moines, Iowa.

AS the people all over the world are concerning themselves in the working out the problem of how to do bigger and better things, the big men of our great industries of our Nation have and are now working overtime to stimulate their respective industries into coordinate cooperative action for betterment of policy and service.

It is my purpose to bring to this convention the thought that will put us into progressive action and stimulate us to sow the seed of the importance of our industry to the people of this country.

Speed Up the Progress of Our Industry.

The Tenth Annual Convention of the National Warm Air Heating and Ventilating Association has gone on record in a way that will show the public what it has done in the past and what greater things are to be done for the promotion of better home heating and ventilating conditions.

In this age of progressiveness there is no place for those of little faith and without vision.

We are called upon as an association of men who represent one of the greatest factors in the health and comfort of the human family in its home life, and we owe it to the public to instruct them how to obtain and provide the best possible heating, ventilating and air conditioning systems for their homes.

I know that many of the members of this association have labored long, hard, and faithfully in sowing the seed of better heating and ventilating, for the records show that the pioneers have blazed the trail, and that the pioneers have in the work of building this association for permanency found it a task, and that

the path was not strewn with roses, but they knew that all they had to do was to sow the seed and some day it would bring forth abundant, good fruit. The days for cultivating are here and now the plow and harrow must be put to work if we will bring forth good fruit.

As we look back over a period of a half century and notice how many industries have been tossed on the waves of the commercial sea and how those who have prospered and now enjoy have accomplished their task by the old command.

Stop, Look and Listen!

It is always true that when men stop, look and listen they think and get a vision and find the safe and sure way to accomplish bigger and better things. By reasoning together, men take on the spirit of constructive coöperation and enter into the understanding of unselfish service which always reflects the same kind of reward.

In the brief period of two and a half years that it has been by privilege to be a member of the National Warm Air Heating and Ventilating Association, I have observed that much progress was made, and yet there is more to do and plenty of it.

What has impressed me most of all other ails in our industry is the fact that the public knows so little about the facts concerning warm air heating, so little of how to use the heating placed in their own home. You will agree with me, I am sure, that this condition can be greatly improved and that it must be improved by this association to concern itself in a coöperative way to point out in a nation-wide campaign of educational propaganda facts about warm air heating and ventilating.

To acquaint the people with the

most natural way to heat their homes properly, is to heat their homes healthfully and comfortably by a proper warm air system. No one will deny the truth of this statement, and to make good is to educate the people by telling them our story in understandable language. Tell them how to select a heater, how to operate it and how to get the best possible health and comfort conditions in their homes.

Many facts which are essential to the purchaser of our products are not known to them. That is why so many people have a wrong idea of furnaces. Let us not blame them but let us get busy and not only concern ourselves in educating the public but also the dealer, so that we may enjoy a more satisfactory and harmonious condition with regard to the responsibility of the manufacturer, dealer and consumer in heating the home, school and church, and I know of no other way or better place to enter into the work of educational propaganda than through this Association.

We find that other industries have accomplished wonderful results in promoting higher industrial standards, better distribution of their products and increased demand, all of which was done at a low cost through association effort.

The people want to know. Let's tell them, with only one purpose in mind—the greatest good to the greatest number.

It is my firm conviction that this Association has never had a greater opportunity, at a more opportune time, to put the warm air heating industry on the map.

We must take notice that everywhere there is activity to promote better housing conditions, better

houses, which means better everything that is part of the house. All of which means better home conditions.

How It Is to Be Done.

How to do this, is the vital question and must be worked out along practical lines—to assure the best results consistent economy and effectiveness. If proper consideration is given by this Association to this matter, we will find that it is a large problem and that it will mean more toward the promotion of better fellowship and cooperation of the membership than any other one thing undertaken in the past. It appears that in the past, efforts along association lines were not strictly association activities, because the effort was confined to only a portion of the membership. Let me tell you that no big thing has ever been put over in that way, if we would succeed in the association work. We must be a unit, for "in union there is strength."

Having had similar problems in the past, I would profit by experience and approach the question with caution, that we may build the project upon a solid foundation and, let me say it again, we must not look upon this matter as a small venture. If we do, we had better forget it and remain silent and proceed as individual manufacturers to spend our money wastefully in an effort to put educational propaganda to the public.

Before we go to the public, we must put our houses in order and become convinced as to the advisability of doing what is proposed. Then do it.

F. R. Still Moves His Headquarters to New York.

Fred R. Still, vice-president and general manager of the American Blower Company, Detroit, Michigan, has moved his headquarters to New York, where he will be permanently located. This move does not affect the executive offices of the company which will remain in Detroit. Most of the large undertakings, Mr. Still states, start in New

York and the change has been made so as to put the company into closer touch with such undertakings as they develop. Mr. Still will have his office at the New York branch of the American Blower Company, 50 Church Street.

University of Illinois Offers Short Course on Heating and Ventilating.

The University of Illinois at Urbana, Illinois, which offers one of the few courses on heating and ventilating available, has just completed a "short course" consisting of a series of lectures and laboratory demonstrations in heating and hydraulics.

Warm-air furnace heating systems and factors affecting performance of such systems.

Fans for fan-blast systems: methods of rating and testing fans.

Laboratory demonstrations on these subjects include: testing direct steam radiators; determining critical velocity in a steam riser for one-pipe work; testing a steam heating boiler; testing a warm-air furnace; determining effect of covering on the heat loss of bare pipes; and rating test of fan for use in fan-blast heating.

Lectures on hydraulics cover the following subjects:

Pressure and head of water; velocity of flow.

Measurement of water; volume, weight, orifices, weirs, venturi meter, displacement meter, etc.

Losses of pressure in pipes, elbows, tees, and special fittings.

Water hammer in pipes.

Five laboratory demonstrations on hydraulics include: illustration of the use of various devices for measuring water; losses of pressure in pipes, tees and specials; meter testing; water hammer illustrated by experiments on 730 feet of 2-in. pipe; thawing frozen pipes by electricity; tests of household and other pumps; construction and operation of household septic tanks; operation of a miniature sewage treatment plant for a municipality; water softening; and water filtration.

Lectures on heating include the following:

Methods of determining the heat loss from buildings; factors for walls, glass, roofs, and floors. Allowance for unheated spaces in heated buildings.

Methods of determining heat required to make up for air changes or the inleakage of air around windows and doors.

Heat supplied by various types of radiators; factors affecting the rate at which radiators give off heat; essential difference between steam and water radiators.

Fundamental principles involved in designing piping systems for steam and water heating; allowable velocities and pressure drops.

Heating boiler ratings; factors affecting the rating of a boiler or heater; draft, relation between combustion rate and efficiency, factors affecting water evaporated per square foot of heating surface, relation between combustion rate and draft, and relation between draft and boiler ratings.

Value and importance of insulation on pipes, heaters, tanks and smoke breechings.

Wants System to Prove Heating Capacity of Furnace.

TO AMERICAN ARTISAN AND HARDWARE RECORD:

A certain heater is guaranteed to heat 9,000 cubic feet in the 20-inch firepot. In the 24-inch firepot, it is guaranteed to heat 18,000 cubic feet.

In the event that the guarantee on heating 9,000 cubic feet is correct, (and this is the maximum heating capacity of the heater), is the capacity of the 24-inch heater rated at 18,000 cubic feet correct?

If it is, will you kindly advise me how to arrive at these capacities.

Yours very truly,

G. A. BENNETT.

—, Kentucky, April 16, 1923.

The best tonic for a business that seems to have that tired feeling as a hang-over from the slump, is printer's ink in liberal and continuous doses.

Gravity System of Warm Air Heating Requires a Minimum of 175 Degrees at the Registers.

Professor Day Shows That Lower Register Temperature Requires Larger Pipes and Stacks Than Are Found in Ordinary Residences.

Written for AMERICAN ARTISAN AND HARDWARE RECORD by V. S. Day, Assistant Research Professor, University of Illinois.

It has been suggested by many persons who are interested in Codes and Formulae for the design and installation of recirculating gravity warm air heating systems that a maximum allowable air temperature at the registers of 140 degrees be specified. This specification would mean that when the thermometer indicated an outside temperature of zero, the temperatures at the register faces should not exceed 140 degrees. Such a condition is not impossible of attainment in a building of excellent construction in which nice attention to weather proofing has been given.

In a building of average construction, a design based on such a low temperature would involve the use of much larger pipes and fittings than are used in plants operating at the more commonly accepted standard of 175 degrees. This conclusion is based on the fact that, to produce a given heating effect, a greater quantity of air must be circulated at 140 degrees than at 175 degrees. The accompanying curves and tables

have been prepared to show the percentage increase in air quantities required to produce a common heating effect in terms of the quantity required at 175 degrees.

The expression for the heating effect is as follows:

$$H = W \times 0.24 \times (T - 65)$$

in which

at the return register, assumed to be the minimum for comfort near the return register.

If H is to be a fixed value, we may substitute various values for the register temperature, T, and solve the expression for the corresponding value of W, the weight of air.

This process has been carried out in arriving at the values in Table I in which W is the weight of air required at 175° F. The percentage increase in W is shown for various register temperatures including 140°. These relative values of W are shown graphically in the "weight" curve of Fig. 1. It may be observed that at 140° at the reg-

Table 1.—Effect of Various Register Temperatures Upon the Weight of Air Required to Give a Constant Heating Effect.

Register T °F.....	175	160	150	140	130
Rise (Reg. T — Inlet T).....	110	95	85	75	65
Weight Air in Terms of Weight at 175° F. W	1.158W	1.294W	1.467W	1.692W	
Per cent Increase over Weight at 175° F. ...		15.8	29.4	46.7	69.2

Table 2.—Effect of Various Register Temperatures Upon the Volume of Air Required at the Registers to Give a Constant Heating Effect.

Register T °F.....	175	160	150	140	130
Air Density0624	.0637	.0646	.0655	.0665
Volume of Air in Terms of Volume at 175° F.	100	1.134	1.250	1.397	1.588
Per cent Increase over Volume at 175° F.	0	13.4	25.0	39.7	58.8

W = weight of air circulating at 175° lb. per hr.

0.24 = fraction of a B. t. u. required to raise 1 lb. of air 1° F.

T = register temperature, degrees F. = 175°.

65 = the temperature of the air

ister 46.7 per cent more air is required than at 175°.

The values given in Table 1, line 3, represent relative velocities of flow in the return ducts. In the case of the warm air pipes and stacks, however, a correction for the density of the warm air must be made if velocity comparisons are to be made. Table 2 gives these results of Table 1 corrected for the densities, and the values are shown graphically in the "Volume" curve of Fig. 1.

The curve shows that as the register temperatures are decreased the volumes required increase at a greater rate. At the suggested temperature of 140 degrees the volume of air required would be 39.7 per cent greater than at 175 degrees. This means larger stacks and fittings and 6 inch wall studding rather than 2 inch by 4 inch studding.

Just how much the increases might be has been determined in tests. A typical case follows:

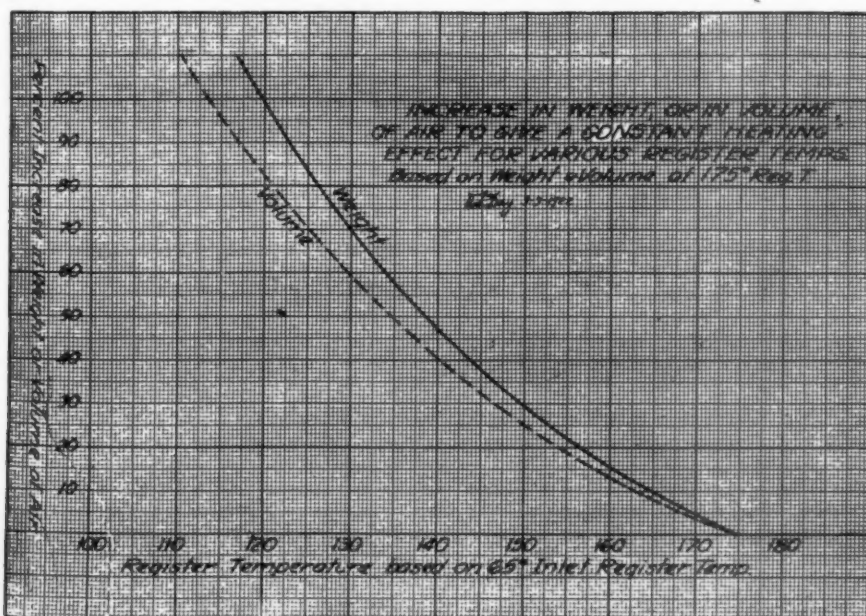


Chart Showing Relation Between Volume of Air and Temperature at Register.

A 3" x 10" wall stack delivered 8,000 B. t. u. per hour to a room, at 175° register temperature. In so doing it handled 300 pounds of air per hour. To give a heating effect of 8,000 B. t. u. per hour at 140° the amount of air to be handled is (from Table 1) 300×1.467 , or 440 pounds per hour. From the tests referred to it may be observed that the stack which handled 440 pounds of air at 140° was between the sizes 5 x 12 and 5½ x 13, or approximately 65 square inches. This corresponds to a stack 5 x 13 inches. Such a stack could not, of course, be used without considerable extra expense in building and warm air installation cost.

On the basis of the arguments presented, it would appear impracticable to design warm air installations on a temperature at the registers of 140 degrees Fahrenheit, unless objections to the use of 6 inch wall studding are overcome.

Turton Answers Pipeless "S. O. S."

TO AMERICAN ARTISAN:

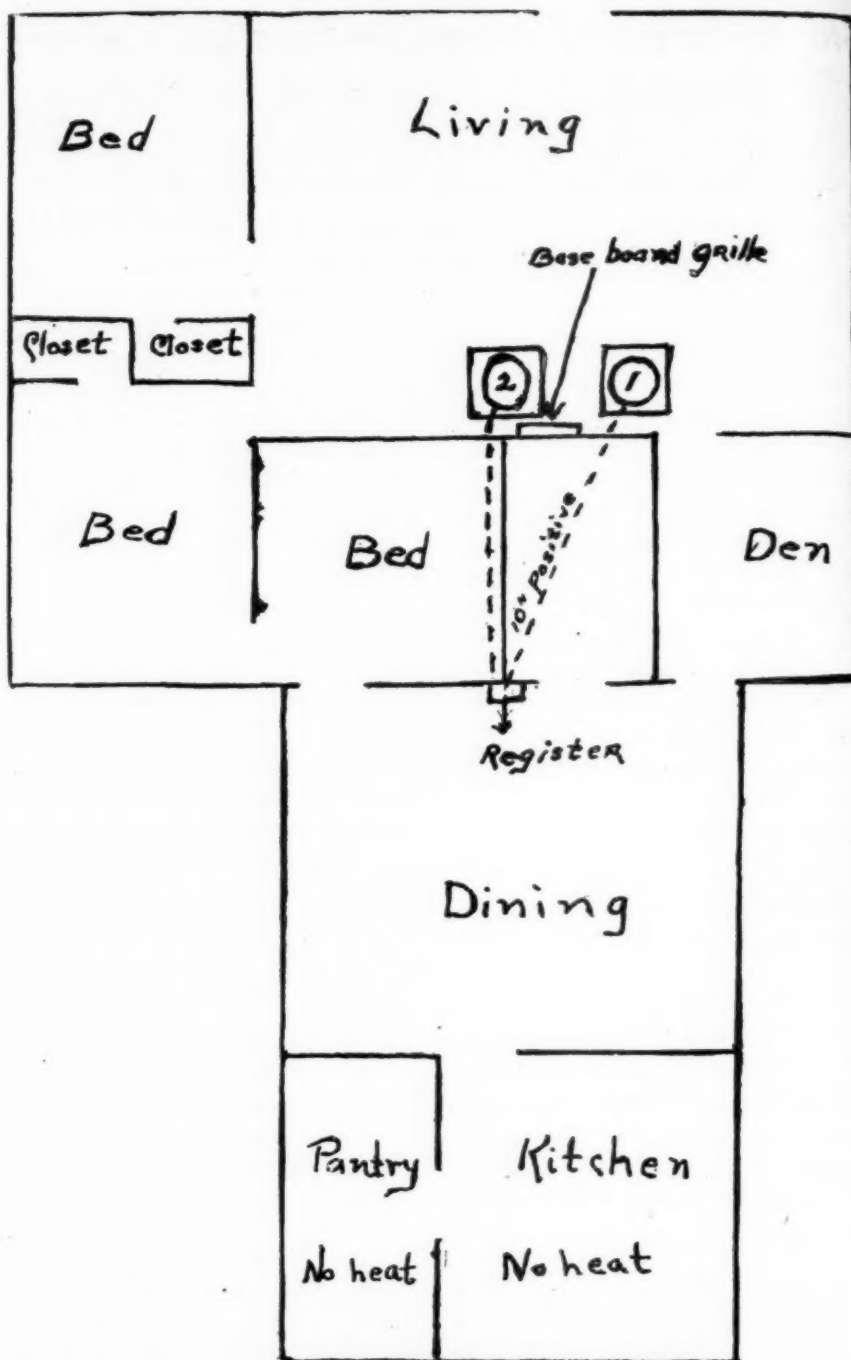
Nearly two months ago Charles Wilson, Monmouth, Illinois, broadcasted a pipeless S. O. S., stating that he could make a sale if he could assure good results from a pipeless installation.

From further information given at the time I assume that what his customer desires is the most simple installation of the pipeless variations.

Accompanying illustration gives two very simple methods that will produce satisfactory results.

Without the information concerning basement stairs, I shall assume no interference, and would use installation marked 1. This gives the very essential requisite—a straight line for return air from all directions. It being understood, of course, that the doors to all rooms desiring heat should be left open.

There being two obstructions to warm air travel between the living and dining rooms, it will be necessary to run a 10-inch pipe or "positive" (properly connected to the



Plan Showing Installation.

heater) to a wall register in dining room.

Should the stairs prevent No. 1 installation, use No. 2 location with positive as indicated. This would make the return from the kitchen very sluggish, which may be corrected by placing a grille in living room baseboard and removing two inches from bottom of door from kitchen to stairway, assuming this door will be kept closed. This gives the straight line return air travel and results will be same as location No. 1.

If proper size heater and accessories are used with either location, I should be willing to assure practically uniform warmth, or refund purchase price. I hope this may assist Mr. Wilson in making the sale and giving his customer the comfort possible to have from a simple pipeless.

Very truly,
GEORGE W. TURTON.
—, Kentucky, April 9, 1923.

"Always criticize a mule to his face."—Rudygram.

Pattern for Constructing Copper Air Chambers and Steam Exhaust Heads; Bending and Shaping Problems Considered

One Way of Surmounting Difficulties Which Often Confront Sheet Metal Pattern Maker—Spinning an Important Factor.

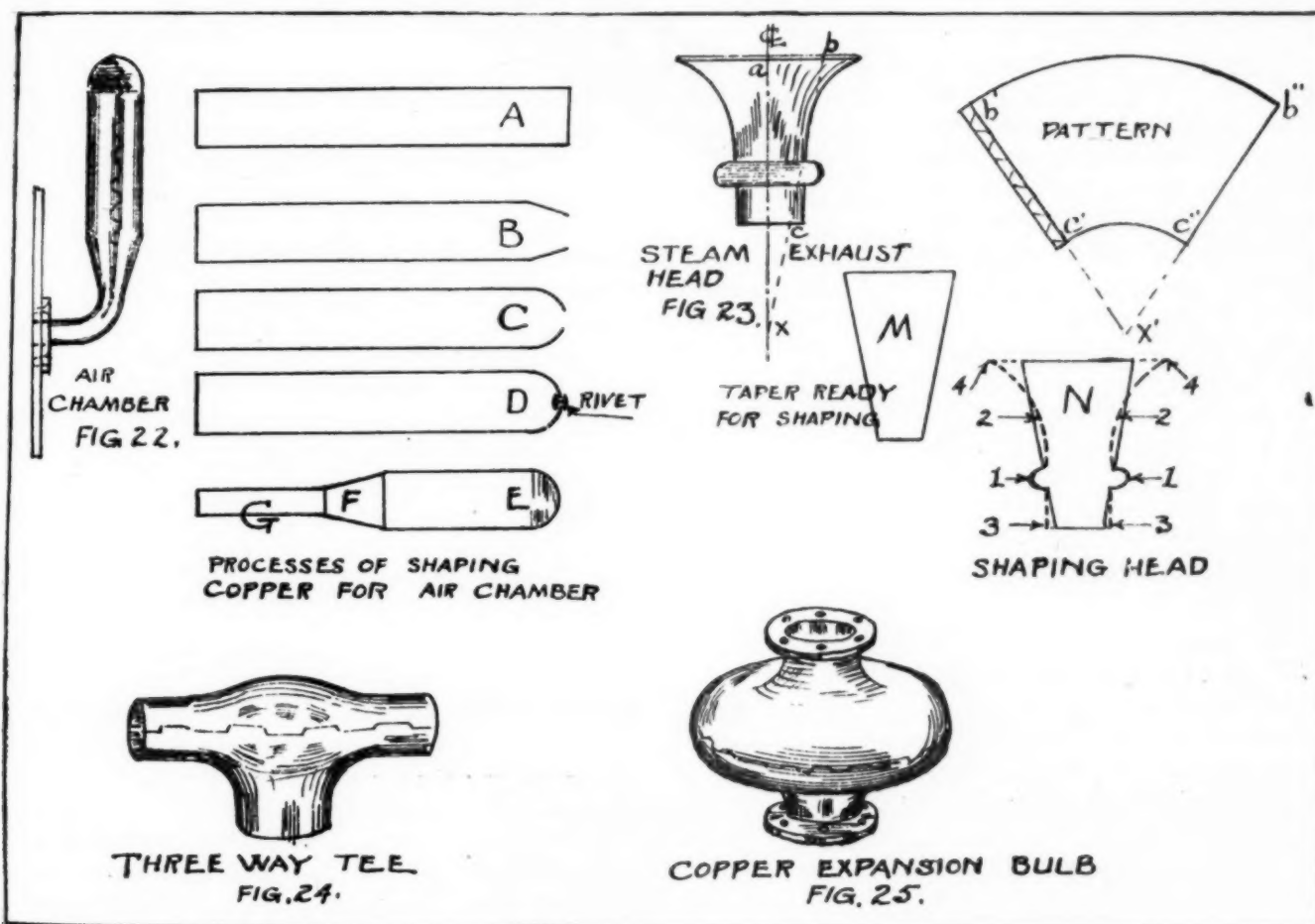
Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD by O. W. Kothe, Principal, St. Louis Technical Institute, St. Louis, Missouri.

In pump work and air compression, also many other forms, air chambers are required. Some shops make these chambers one way and others another way. In figure 22 we have one way of making the air chambers. At first, we use a straight

explained in a former article. Observe by tapering this pipe from the diameter of E to the diameter G, the thickness of metal will increase considerable, so careful working will require in order to do this uniformly. When the desired shape has

cut off and a flange is brazed on, which makes only a fraction when done in this way.

Steam exhaust heads as in figure 23 are generally used on marine work and form an ornamental head on top of the exhaust steam pipe,



Patterns for Copper Air Chambers and Steam Exhaust Heads.

piece of pipe as at A and then we gradually taper in the round ends as at B and keep on rounding it as in the positions C and D. A rivet is then inserted in the opening left and well flattened. After this, this end is brazed to be perfectly tight and is smoothened up.

After this, the taper F in the drawing E is worked in, similar as

been produced, the pipe is filled full of sand and well compact and is then bent as shown in figure 22. Owing to the increased thickness, this bending will be quite hard and it may be necessary to heat the copper while bending to make it work more freely. Very often these chambers are made up in stock and when one is ready for setting it is

which runs up alongside on the forward or after end of the smoke-stack of a ship. All and all, the shape can be treated much as a funnel as shown at M with the pattern developed as shown above. The elevation a-b-c-x shows how the radius line is set in to average up the curvature and from which the pattern is described. This pattern is

then made up and the seam brazed as at M. After this the bead I-I is worked out with special hammers and stakes and after that the top is shaped up to about 2-2 in N.

After this the bottom is straightened to position 3-3 and then the top is flared out into the bell shape as at 4-4. This completes the working out and will leave the appearance as shown in sketch figure 23. This, of course, takes considerable more work than it takes to tell it, but that is something that must be learned on the job, as no amount of explaining or mere showing will help a person, because it is only the actual contact with the metal that teaches a person.

Workmen who are specialists in all of the articles we have treated on may nicely try to make 3-way tees, as in figure 24, or expansion bulbs, as in figure 25. If these are not hard enough, then many other shaped tees and vessels can be designed for practice. When a person goes at the work properly, it is truly amazing what can be achieved in the working up of the metal. Workmen who have achieved their degree of skill in hammering up work should also seek to gain some knowledge in spinning work. This spinning is an important bit of knowledge, although quite simple after a person has the hang of it.

The reader must consider his trade much like when you go into a barber shop. Now a barber can remain a barber, and stand by the chair and shave and cut hair all his life. At the end of that time he will still be a barber, but if he should early in his life take up the study of scalp diseases and skin treatments and many of the finer arts of his trade, it would not be long and he would have the place for himself, where the public would come because of the particular service he has to render. It is just so with a copper-smith, and, for that matter, the sheet metal worker, too. You can be a common mechanic, as far as general averages go and get by your whole life; but that is nothing to boast of. Unless you strike out and bid for the higher, finer opportuni-

ties in your trade, you might as well be working on something else for all the good you do for yourself and the trade.

Unusual Zinc Advertising Campaign Being Carried On in Eastern States.

Riter Brothers & Company, 1022 Race Street, Philadelphia, is an enterprising firm as distributors of Horse Head zinc. This firm has realized the absolute necessity of coöperating with dealers who handle

the advertisement is run appears on the advertisement, together with that of the distributor.

The firm states that business at the points indicated above has been unusually good.

The points emphasized in these ads are as follows:

1. Zinc is most economical material for leaders and gutters.
2. Zinc's first cost is less than any equally durable material.
3. Zinc lasts a lifetime.
4. Zinc cannot rust.



Horse Head Zinc puts life-lasting spouting within reach of every Home-owner.

**Put Zinc
Leaders and Gutters
on Your House NOW**

No Replacement Costs

ECONOMICAL

ARTISTIC

DURABLE

REQUIRE NO PAINT

GET OUR ESTIMATE TODAY

**DEALER'S NAME
IN THIS SPACE**

Distributors: RITER BROS. & CO., 1022 Race St., PHILA.

Type of Copy Used in Campaign.

Horse Head zinc, and has acted upon that realization to the benefit of the dealer and itself.

The accompanying zinc is a replica of the advertising copy being used by the firm in its newspaper advertising campaign which it is running in forty-two cities in Pennsylvania, Maryland, Virginia, North Carolina and New Jersey.

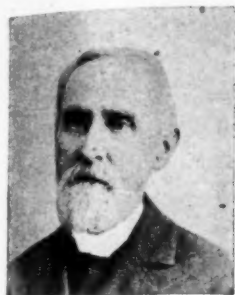
This campaign is unusual in that the distributor, that is, Riter Brothers & Company, pays for the advertisement, but, as will be seen in the illustration, the dealer's name handling the material in the town where

5. Zinc is artistic and attractive.
6. Zinc saves its owner future expense.

7. Zinc makes friends for tin-smiths who sell it.

Do you "handle" small tools or do you "sell" them? Do you carry a complete stock of them or do you tell your customer you are sorry, but "that particular line seems to be out"? Do you look worried when the name of your competitor is mentioned or have you the courage of your own convictions?

J. M. & L. A. Osborn Company Celebrates Sixty-Fourth Anniversary by Moving Into Fine New Quarters.



J. M. Osborn

Father and Son Started Wholesale Sheet Metal and Furnace Men's Supply Business in 1888 with Small Capital, and Operations Today Are Carried on with Investment of One Million Dollars, Thus Showing a Wonderful Growth.



L. A. Osborn

ON the 5th of May, when the office and sales rooms of the J. M. and L. A. Osborn Company is to be moved to 1541-1551 East 38th Street, Cleveland, Ohio, occupying a new building now in the process of completion, another important milestone in the growth of this company will have been passed.

Many of our readers are customers and friends of this well known Company, and will undoubtedly be interested in a brief sketch outlining some of the more important incidents connected with its rapid growth.

Meyers, Osborn & Company commenced business in 1859, manufacturing stoves. Their foundry was located on the river front and they enjoyed comparative success and a steady growth for about 30 years. The "Golden Star" and "Silver Star" stoves were featured in their line and represented their quality product. These two brands have been carried through and are still used to indicate higher grade qualities by the present Company.

Upon the retirement of Mr. Meyers, in 1888, the foundry business was discontinued. J. M. Osborn formed a partnership with his son, L. A. Osborn, and under the name of J. M. & L. A. Osborn and started a jobbing business, selling stoves, house furnishings and sheet metal supplies. Quarters were leased in Court Place near the old Court House, which location is remembered by many of the old customers and a few employees still in the service.

In less than 14 years, these quarters were found inadequate, and in 1902 a move was made to 1047-1057 Superior Viaduct, which is the location of the office and sales rooms at this writing.

Due to the rapid growth and for further expansion, the Company was incorporated for \$100,000.00 the same year and took on its present name, The J. M. & L. A. Osborn Company. In 1904 the house furnishing line was discontinued and from that time on their entire efforts have been confined to distributing a complete line of sheet metal workers' and furnacemen's supplies.

In 1908, due principally to the customers' demands for a better grade of fabricated material, a manufacturing department was equipped for making eaves trough, conductor pipe, ridge roll and roll roofing.

In conformity with their ideas on

quality, it was decided to produce Osborn's eaves trough and conductor pipe from nothing lighter than full weight 28 gauge material, making this gauge their standard. Fifteen years of strict adherence to this policy, with a greatly increased output from year to year, confirms the correctness of their vision and the soundness of their reasoning in deciding to make this departure from the established practice.

It is interesting to note also that other manufacturers, who at that seriously questioned the move, have now fallen in line and are following their example in this respect.

By 1916, the growth of the business made it necessary to increase the capitalization to \$400,000.00. About this time it was also quite evident that their further expansion was limited in their present location, due principally to the number



Osborn Warehouse as It Looks Today.



Section of Manufacturing Department.

of floors over which their stock was distributed and the fact that many floors were then loaded beyond maximum carrying capacity.

After over two years' investigation of numerous properties, they were successful in securing their present location which extends along the Pennsylvania tracks for over 800 feet, paralleling East 38th Street, from Superior south to Lemar Avenue, and in February, 1920, their new warehouse on this site was completed.

This warehouse containing approximately 110,000 square feet of floor space was designed with a view toward labor saving and economy in receiving and shipping goods, keeping in mind the large tonnage which must be handled and stocked. It is the unanimous opinion of all steel men who have gone through this plant that it is the best adapted warehouse in the country for handling sheet steel and other sundry items, and the contracting engineers who built it maintain that the carrying capacity is practically unlimited.

The illustration showing a portion of the galvanized stock will give you an idea of the tonnage carried, some of the larger piles containing over 300 bundles, and the picture showing some of their stock of cor-

rugated sheets suggests the unusual length of the building.

Their new facilities and increased space has permitted them to round out their line and they have added some of the uncommon items such as 48 inch wide sheets in galvanized and black, imported Cookley K dairy tin, Horsehead brand zinc (for form), Economy strip copper, nickel zinc, etc. They also increased their line of sheet metal workers' tools,

adding some power machines, and their stock of special sheets, such as deep drawing, full finished, single pickled, long ternes, etc. Angles, bars, hoops and bands were also recently added.

The illustration of their manufacturing department shows the conductor pipe machine in the foreground which from present indications will soon be unable to supply the demand for Osborn's quality conductor and no doubt will be somewhat relieved of its incessant grind by adding other machines. This department occupies the rear of the upper story of the building, having light on three sides, making it a bright and very pleasant place to work. Every length of eaves trough and conductor pipe made is die stamped with their emblem and gauge of material used, which is the customer's guarantee of quality and denotes the makers' pride in an article well made.

The switch which runs the entire length on the east side of the building parallels the second floor and was so designed to minimize overhead, since material can be lowered cheaper than raised, which considering the unloading of approximately 600 cars last year, means a measurable saving.



View Showing Length of Warehouse.



A Few Galvanized Sheets Here.

During 1920 their capitalization was also increased from \$400,000.00 to one million dollars.

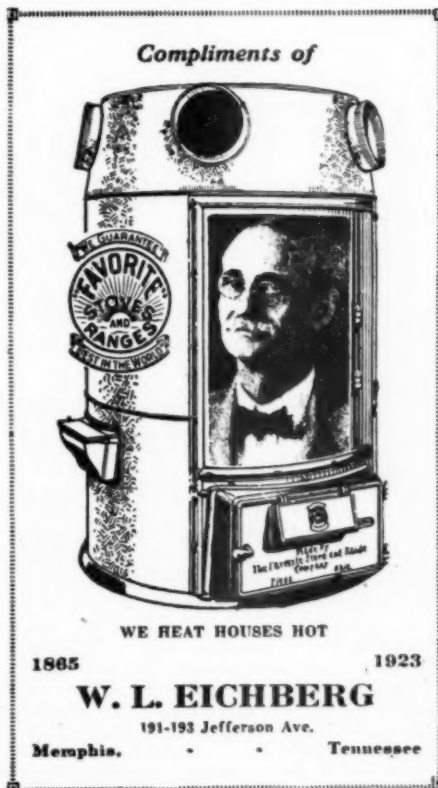
Their new building occupies less than one-half of the available building space, and it is their aim and ambition to make necessary the erection of additional buildings by guarding their good will and reputation, gained by adhering strictly to the principles of fairness and judicial dealings introduced by the founders, J. M. and L. A. Osborn.

W. L. Eichberg Extends His Compliments in an Artistic Manner.

A neat, well-illustrated pamphlet has been issued by W. L. Eichberg, 191-193 Jefferson Avenue, Memphis, Tennessee, for the purpose of advertising his sheet metal business. In this pamphlet, which is 3½ by 6 inches and has sixteen pages, including the covers, Mr. Eichberg has shown the same originality of design that pervades his sheet metal layouts.

The front cover of the pamphlet is reproduced in the accompanying illustration. Mr. Eichberg has used each left-hand page for reading matter, giving a short history of the business from its beginning in 1865 and those connected with it down to

the present day. The right-hand pages are used to display the articles handled by the firm.



The elder Eichberg formerly advertised his business with the motto: "The Sign of the Coffee Pot."

No pleasure is comparable to the serene pleasure of standing on the vantage grounds of truth.

Notes and Queries

"Holt" Roof Connection.

From Messenger and Parks Manufacturing Company, Aurora, Illinois.

Can you tell us who manufactures the "Holt" roof connections?

Ans.—The Barrett Company, 10 South La Salle Street, Chicago, Illinois.

"Eureka" Soldering Salts.

From Independence Radiator Repair Shop, 108 3rd Avenue, N. E., Independence, Iowa.

Will you please advise us who manufactures "Eureka" soldering salts.

Ans.—Grasselli Chemical Company, Guardian Building, Cleveland, Ohio.

Patterns for Auto Bodies.

From The Ideal Furnace and Tin Shop, 112 West Railroad Avenue, Fort Morgan, Colorado.

Kindly tell us where we can buy patterns for speedster bodies.

Ans.—The St. Louis Technical Institute, 4543 Clayton Avenue, St. Louis, Missouri.

Tubular Radiator Cores.

From C. Arthur Roy, 383 East Third Street, Corning, New York.

I should like to know who makes tubular radiator cores for Ford cars.

Ans.—F. L. Curfman Manufacturing Company, Maryville, Missouri.

Spiral Spring.

From L. A. Brand, Riverside Hardware Company, 2017 Riverside Boulevard, Sioux City, Iowa.

Where can I get a spiral spring, 8 turns in 3½ inches, inside diameter, 1 inch; outside diameter 1½ inches, and made of about 7/32 spring wire?

Ans.—The William D. Gibson Company, 1802 Clybourn Avenue, Chicago, Illinois.

Repairs for No. 38 Holdstein Special Stove.

From Stove Dealers Supply Company, 310 Chestnut Street, Milwaukee, Wisconsin.

Please advise us where we can get repairs for the No. 38 Holdstein Special Stove.

Ans.—Southard-Robertson Company, 257 Water Street, New York City, who are the manufacturers of this stove.

Southern Hardware Jobbers and American Hardware Manufacturers Enjoy Balmy Florida Breezes while in Joint Convention at Jacksonville.

Presidents Pitkin and Black Review Work of Their Respective Organizations; Golf and Dancing Preëminent Entertainment Features.

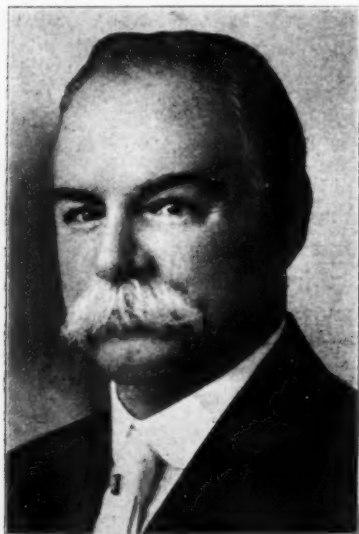
THE Thirty-third Annual Convention of Southern Hardware Jobbers' Association was held in joint open session with the American Hardware Manufacturers' Association at Jacksonville, Florida, April 24, 25, 26, 27.

The opening session of the joint meeting was called to order at the Duval Theater. The invocation was followed by the singing of "America."

The address of W. M. Pitkin, president of the Southern Hardware Jobbers' Association was delivered and this was followed by the address by Isaac Black, president of the American Hardware Manufacturers' Association.

Excerpts from President Pitkin's Address.

I really did not intend to come to this Convention because on Sunday last I suffered the greatest blow that I have



John Donnan,
Re-elected Secretary-Treasurer, Southern Hardware Jobbers' Association.

ever suffered in my life—the loss of my dear grandmother, ninety-six years of age, and I did not want to come, but a great desire to be with you all brought me here. I want to say that I have been working under high pressure and I hope you will pardon me for seeming inatten-

tion in not preparing an address. I have just a few rambling thoughts that occurred to me last night, which I will attempt to give you.

To start with, what a happy situation it is to feel at this Convention that we are not suffering from tuberculosis of the pocket book as we were at our last meeting. We are at this time living on the fat of the land, and the only hungry expressions that any of us possess are those of us who are trying to play thirty-eight hole golf when we should not be tackling but nineteen, on account of the advance of years, or that expression which comes after figuring up how much one has made that has to be turned in to the United States Treasury.

We have before us the greatest illustration of the marvelous resources of the most marvelous country in the world. Speaking locally, a few years ago the sugar planters in the state of Louisiana considered themselves, to use a common expression, broke. Today you could borrow money from them with proper security. Look at cotton, what it was a few years ago. Today cotton is at a price beyond the wishes of most people, and it went up again yesterday. So there is a feeling that by holding on all will be well.

Mr. Pitkin then referred to an incident of one of his friends who owned a million dollars' worth of cotton at a time when prices were low, but this friend held on to his cotton and eventually sold it for twice a million dollars.

Things don't go wrong all the time and they can't go right all the time, but it is the holding on principle that brings us out in the end.

Now I do not intend to bore you with any extreme remarks as to market conditions, because before you get through here this week most of the manufacturers here are going to tell you—probably they have it all well memorized—about the shortage of coal. They are going to tell you all about the shortage of labor and the scarcity of raw materials. Those three fundamentals are going to be handed to you so much before the week is over that you are going to think you have had chloroform administered to you. The trouble has been when we do get prosperity—in the past—it takes on a speculative atmosphere. It has been a common thing to call it optimism, but that word has been overdone, and I think a word like "contentment" or "comfort" would be a better word to introduce to get away from the word optimism which is used morning, noon and night.

We might use the words that we should be conservatively optimistic, or optimistically conservative, whichever way you want to put it, but either fits

the case, because times are coming so that there is no use trying to break the market or corner the market or do anything speculative. We all know and feel, rather, that there is no danger in the present market conditions.

Some people talk differently, but I think we are all right under the present market conditions, but it is getting to a point where it is a little bit dangerous and we should carry on our business in a sensible and logical way. The thing to do, as far as the future is concerned, is to divorce one's mind from the greedy idea—what one might do, in fact, to discuss that from the standpoint of safety coupled with common sense.

These conventions are the most wonderful things for one's business' benefit. Conventions are disciplinary. They help one to visualize and to free your mind from bias and prejudice and take in and observe everything as one should. What we have got to do in my opinion is to a large extent return to the teachings and the days of our forefathers. The Declaration of Independence and the Constitution of the United States are two documents that will survive for all time. They will only be superseded by the Bible, and after all those wonderful documents, wonderful as they are, boiled down simply emphasize that which is dominant in everybody and which should



Mark Lyons,
First Vice President, Southern Hardware Jobbers' Association.

not be shunted or put aside, but should be amplified if possible to the fullest extent, which makes everybody happy and everybody better in every sense of the word, and that is the strict observance of the Golden Rule. I thank you.

Before proceeding further, while I

think about it, I wish that somebody would make a motion that a telegram from this Convention be sent to the two—I might say patriarchs of these annual conventions, sending them our love and sympathy. I refer to H. H. Beers and Irby Bennett.

Mr. Stratton of Memphis, said he had known Mr. Bennett for many years and would like to have the pleasure of making that motion.

The motion was passed unanimously by rising vote.

President Pitkin then introduced President Black of the American

pervaded the meeting.

An executive session of the Southern Hardware Jobbers' Association took place Tuesday afternoon, April 24. This session was for the jobbers only. At this session President Pitkin's annual message along with the annual report of the Secretary-Treasurer John Donnan was heard. The reports of the executive committee and various other committees were heard at this time. Special committees were ap-



W. M. Pitkin,
Retiring President, Southern Hardware
Jobbers' Association.

Hardware Manufacturers' Association.

The address of welcome to the city of Jacksonville, Florida, was delivered by the Honorable John W. Martin, Mayor of Jacksonville, and the address of welcome to the state of Florida was given by the Honorable W. M. Toomer.

Following these addresses, representatives from the National Hardware Association, the Texas Hardware Jobbers' Association, the Southern Supply and Machinery Dealers' Association and the National Retail Hardware Association, respectively, made short talks, speaking of the activities being carried on by the organizations which they represented. Goodfellowship and cheer

pointed at and miscellaneous business was taken up.

At 3 p. m. of the first day the entertainment feature of the program was introduced and it consisted of an automobile ride for the members of the two associations around the city and to the Florida Country Club for the ladies.

While the executive session of the jobbers was going on, an executive session of the American Hardware Manufacturers was being held in another place. The address of President Isaac Black and the report of Secretary-Treasurer Frederick D. Mitchell were heard at this time.

The reception and dance came at 9 p. m. at the Seminole hotel when feminine pulchritude ran rampant

and the male guests swayed dreamily with their partners to the rhythmic tintinnabulations of the harmonious orchestra.

Wednesday Morning, April 25.

The entire forenoon of Wednesday, April 25, was taken up with a joint executive session of the Southern Hardware Jobbers' and American Hardware Manufacturers.

The address heard at this time concerned itself with "Some Problems of Distribution" by Murray Sargent, New Haven, Connecticut.

Among some of the more illustrious guests and speakers at the convention were J. R. and Mrs. Crawford. Mr. Crawford is General Sales Manager of the National Carbon Company. He has recently returned from a survey of business conditions in the west and northwest and he spoke on the marvelous way in which the country had recovered itself from the recent depression of the war. He looks for increasing and continued prosperity.

The entertainment consisted of a bridge party and luncheon for the ladies at the Mason Hotel.

There was no afternoon session, but at 2:30 a large party, made up of members of both associations enjoyed a ride on the beautiful and picturesque St. John's river.

At 9:00 p. m. the Grand Ball was in full swing at the Windsor Hotel.

Thursday Morning, April 26.

The morning meeting of the Southern Hardware Jobbers was opened with ten-minute talks by several manufacturers on various subjects pertaining to the trade.

W. D. Biggers, Secretary and General Manager of the Continental Company, Detroit, Michigan, spoke interestingly on the screen door and window situation.

D. A. Merriman, American Steel and Wire Company, Chicago, Illinois, viewed the nail and wire situation.

The axe situation was reviewed by letter by W. C. Kelly, President of the Kelly Axe Manufacturing Company, Charleston, West Virginia.

At Mr. Harper's invitation the jobbers and manufacturers went to

the Old Guard meeting to hear Mr. Ireland speak.

The American Hardware Manufacturer opened the morning meeting with an executive session. The resolution committee made its report.

The discussions at this time concerned themselves with distribu-



L. M. Stratton,
Executive Committee, Southern Hardware Jobbers' Association.

tion costs, trend of demand and the trend of labor and material markets.

In the afternoon the two associations formed a party and took a trip by rail to Pablo Beach. Here surf bathing and outdoor sports were enjoyed. Business was forgotten entirely and everybody was a kid again for the afternoon.

The festivities continued on into the evening, as the party returned to the Mason Hotel where an informal dance and entertainment was given.

Resolutions of appreciation were offered by the manufacturers to the Jacksonville local committee, under the auspices of the S. G. Hubbard Company and the Florida Hardware Company for the delightful entertainment which they had, and to the ladies' local committee, consisting of thirty-two ladies. Special thanks were tendered to Merchants' and Miners' Transportation Company for the use of the boat and for the bountiful luncheon which the Company furnished for the trip on St. John's River on Wednesday.

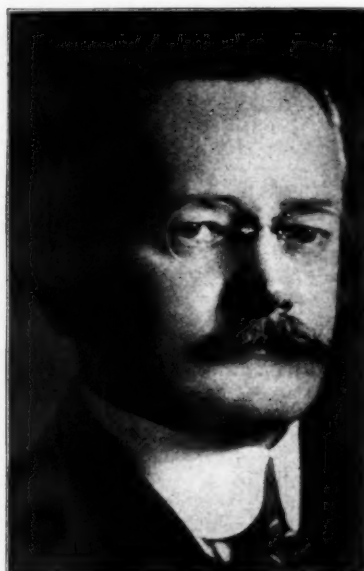
Friday Morning, April 27.

Friday forenoon there was an executive session and the discussion concerned the work of the executive committee and other reports.

Secretary-Treasurer John Donnan reviewed the work of the Association.

A resolution was passed extending thanks to Henry P. Chenoweth, of Jacksonville, for his solicitous care for the comfort and happiness of guests during the convention.

A resolution was passed recording serious objection to the practice of some manufacturers in selling



F. D. Mitchell,
Secretary-Treasurer, American Hardware Manufacturers' Association.

goods at prices ruling at the time shipment and accepting orders to be shipped only at manufacturer's convenience as unnecessary and detrimental to jobbers in that it tends to prevent orderly, systematic distribution of articles priced and sold in this manner.

Resolutions were also passed commending the local committee on entertainment and all other individuals connected with it for the way in which the guests were entertained.

The election of officers resulted in the following men being placed into office:

President—George A. Trumbull.
First Vice-President — Mark Lyons.

Second Vice-President—B. Morrison.

John L. Keith and L. M. Stratton were elected to the executive committee.

Charles H. Ireland was elected to executive committee for life.

The Jacksonville ladies certainly earned for themselves a crown of glory, proving once more that for real, honest-to-goodness hospitality the South stands at the top of the list—and such a bevy of handsome women. My! it is a safe bet that some of these staid New England hardware manufacturers wished that they were younger and that there were no home ties.

The printed program of the Southern Hardware Jobbers' Association announcing the convention was up to its usual high standard of quality. It had a blue cover which carried a sheet metal plate with the name of the Association, the dates and the place of the convention beautifully embossed upon it. Picturesque Florida scenes were plentifully dispersed throughout.

Brass Mail Boxes to Be Tried Out in Seacoast City.

An important new use for brass was recently marked at Atlantic City when the Postoffice Department placed the first brass mail boxes ever used in this country at all mail collection points along the boardwalk. This step is the result of an inquiry instituted about a year ago by the Postoffice Department at Washington with a view to reducing the heavy maintenance expense due to the rusting of the steel boxes, the average life of which is about three years. At the suggestion of the Copper and Brass Research Association, it was decided to try the brass boxes, and the association furnished a specimen box, upon which pattern the Government manufactured the first lot of one thousand boxes at the Washington, D. C., Navy Yard.

Atlantic City was selected for the first use of the brass boxes because the sea air is particularly severe on the steel, it being necessary in some

cases to replace boxes along the boardwalk in as short a time as three months. Brass boxes will shortly be placed in use in New York and other cities where conditions are favorable for speedy de-

termination of the theory that the brass box will, by outlasting several of the steel boxes, and requiring no paint or other protection, result in marked economy for the department.

our hearts. For the friends we will meet again, and the new friendships we will form, our best is in reserve.

Annual Report of the Secretary-Treasurer.

The past year has been one of many vicissitudes, but the Old

Old Guard Southern Hardware Salesmen's Association Enjoys Pleasant Reunion.

Old-Time Salesmen Renew Old Friendships and Hark to Reminiscences.

WHAT a wonderful thing it is to see men rich with life's experiences who have stood the test and have always come back smiling. Such a group as this was that which met at Jacksonville, Florida, Thursday, April 26, when the Old Guard Southern Hardware Salesmen's Association gathered for their annual convention.

From long association with one another and with other associations in the trade and overlapping trades these men have learned to appre-

Address of President Harper.

The report of a President of our organization is not as important as it should be, doubtless due to the fact that the activity of this office takes about an hour at the annual meeting. We gather once a year at the Southern Hardware Jobbers' Convention and after the roll call—report of secretary-treasurer—remarks of some of our members—introduction of new members—election of officers—we adjourn and we meet again twelve months hence, and again for the same thing.

Efforts have been made throughout the past year to change this order of things, and in a measure we have not been unsuccessful. Some of us have awakened to the possibilities of the Old Guard and its power. There is no society in America like it. We occupy in hardware a position that we may well be proud of, and in one form or another we are valuable to our principals and important to our patrons. How much more, therefore, is a meeting of this kind dependent on the friendly feelings between the interests represented for a success? Our gatherings may fall short of their purpose; we may shake our heads when we reflect on "what might have been"; but if the coming together is nothing else than to foster a kindly feeling on all sides, their value will be incalculable.

We have always that to consider. And when year after year we abandon our daily tasks, pack our belongings, and hie ourselves off to the selected "camping ground," it is with optimism as our companion traveler, and hope beating high in



R. P. Boyd,
Re-elected Secretary-Treasurer.

Guard has had one of the most active years in its history.

The AMERICAN ARTISAN, through its manager, Miss Etta Cohn, compiled and supplied us with the first edition of our booklet without any cost whatever and we wish to extend our most grateful thanks. For the second edition, which was sent to our friends and customers, an issue of 500 copies, they made but a very nominal charge. This second edition met with unqualified approval and we were complimented highly by our friends and customers.

Our president, George H. Harper, with characteristic energy and ability, has sought to have the Interstate Commerce Commission authorize the railroads to issue mileage books at 2½ cents per mile and the order has been made, but held up by litigation. He has also appealed to the Hotel Mens' Association for better rates for traveling men, and this effort has met with some degree of success.



Fred M. Huggins,
President-Elect.

ciate the full significance of reunion; they realize that by exchange of ideas men learn more rapidly and really progress.

Old acquaintances and friendships were renewed and new friends made, and memory of those departed ones were revived.

Memorials have been approved for four of our deceased members. We have suffered great loss in the death of three of our older and much beloved members, two of whom, John K. Wilson and Chalmers M. King, were members of the Advisory Board and the third, Charles P. Wilson, was our oldest member, in point of years, and a most general favorite. We mourned their loss, for their places cannot be filled.

We have elected five new members: Daniel H. Havens, Percy C. Abbott, C. A. Peek, Frank E. Walker and Leslie McDonald.

We welcome them to fellowship in the Association.

We have ninety-six active members, one honorary member and several applications pending. All financial obligations, benefits and memorials have been met upon maturity. We have maintained our reserve and are free from debt.

The manufacturers and jobbers were invited to hear Charles H. Ireland speak on his European trip and the advantages enjoyed by Americans. Mr. Ireland intimated that our taxes were light when compared to those our European brothers have to pay, and Americans should be proud of being American citizens. He also spoke of the traveling man and referred feelingly to the Old Guard members who have passed on, and also to Henry H. Beers and General Irby Bennett, best beloved of all, whose physical condition made it impossible for them to be present.

Miss Etta Cohn, Manager of AMERICAN ARTISAN, was presented with a beautiful corsage as a token of friendship and appreciation by the Old Guard.

The election of officers for the ensuing term resulted in the following-named men being placed into office:

President, Fred M. Huggins.

Vice-President, Joseph H. Grubb.

Second Vice-President, A. R. Sisson.

Secretary-Treasurer, R. P. Boyd.

The members of the executive committee who were elected are as

follows: John M. Mapp, Chairman; F. Herbert Smith, N. A. Gladding, A. H. Dean, James T. Skelly, George H. Hillman.

R. P. Boyd Will Sell Agate Cooking Utensils in Southeastern Territory.

R. P. Boyd, who has served for several years as Secretary-Treasurer of the Old Guard Southern Hardware Salesmen, has just made arrangements by which he will sell the well known line of Agate Nickel Steel Ware manufactured by the Lalance & Grosgean Manufacturing Company.

Injunction Halts Sale of Mileage Books.

A permanent injunction restraining the interstate commerce commission from carrying out its recent order providing for the sale of non-transferable and interchangeable mileage tickets at a 20 per cent price reduction was issued in the Federal District court at Boston, Massachusetts, April 23. The injunction order was issued after a hearing on a petition of fifty eastern railroads opposed to the interstate commerce commission ruling.

Interstate commerce commission officials at Washington, District of Columbia, said that the federal court order issued at Boston restraining the commission's railroad mileage book installations from going into effect would probably be appealed at once to the Supreme court for a final decision.

The court order is likely to prevent the mileage books from going on sale anywhere in the United States on May 15, although the terms of the restraining order as conveyed to the commission only affects the status of the eastern railroads, which challenged the commission's policy before the court.

Edgar Rahn Gives Pointers on Successful Window Displays.

The psychology of successful window display may seem intricate and confusing at first thought, but

it can be successfully worked out by the application of a few scientific facts. A few pointers along this line have been set down by Edgar Rahn, who won the second prize in AMERICAN ARTISAN window display competition which closed April 1:

TO AMERICAN ARTISAN AND HARDWARE RECORD:

I received your letter on April 7 and was very pleased to hear that I received second prize, although I had to come down a point from my last year's standing.

I also wish here to take the opportunity to thank you for the check which you forwarded so promptly.

Here are a few rules which window decorators can follow to advantage, and if this is done, results are sure to follow:

(1) Never overcrowd your window.

(2) Have your goods appear as if systematically arranged.

(3) Place your goods so that the important features are prominent.

(4) Always price your goods with neat cards.

(5) A few good show cards will help greatly in the attracting power of the window.

(6) Always try to have the background and decorations harmonize with the season.

(7) If you see anything when you are finished on which you think you can improve, by all means do so immediately.

(8) Let work be no consideration.

Thanking you again, I am,

Yours very truly,

EDGAR RAHN.

Guelph, Ontario, Canada, April 19, 1923.

The farm value of the principal crops for the year was estimated January 1, 1923, at 7,573 million dollars, compared with 5,730 million dollars a year ago and 9,126 million dollars two years ago, which figures do not include livestock. The rye crop broke all records at 95,000,000 bushels, the largest previous crop being 91 million bushels in 1918.

Unusually Descriptive Paint Display, Duluth, Wins Fourth Prize in AMERICAN ARTISAN Window Display Competition.

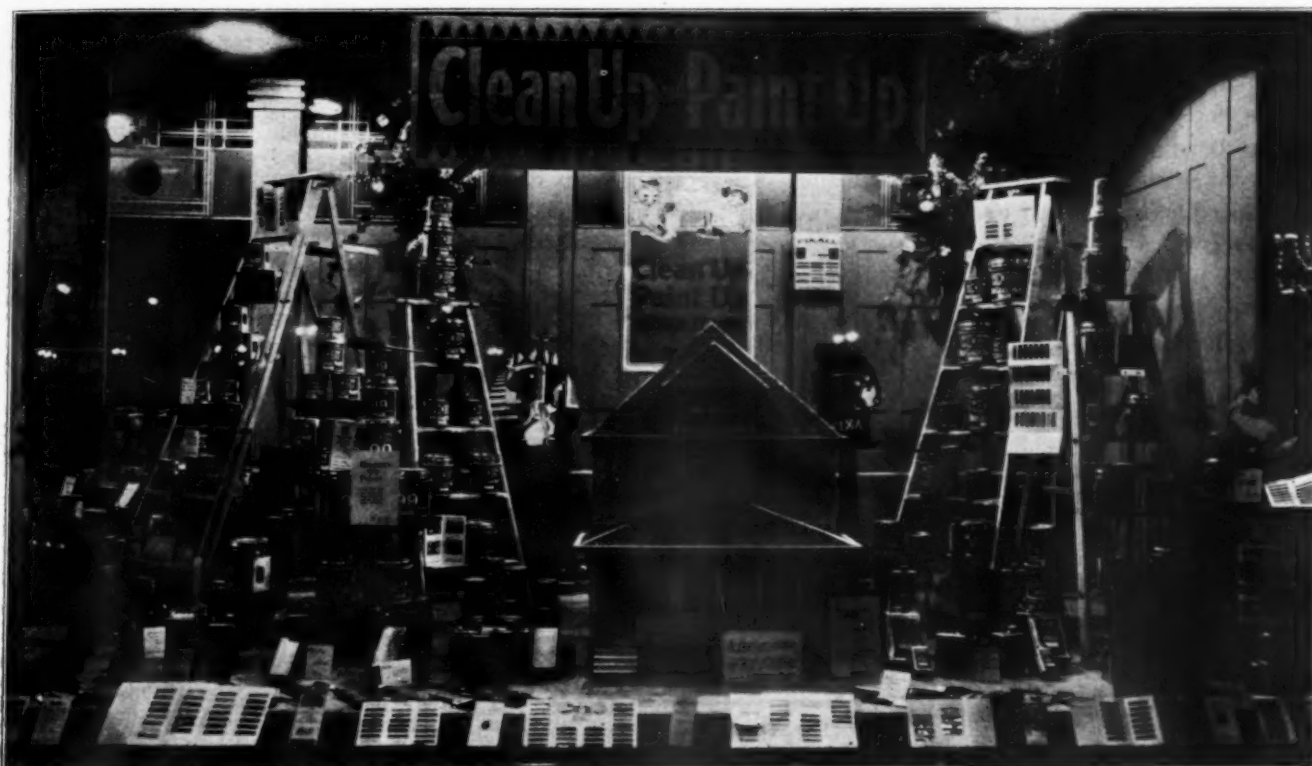
M. E. Klasky Introduces Motivating Factor to Add Realistic Touch to Clean-Up Display.

IF YOU do not believe it is difficult to make an attractive paint display, just try to make one yourself. You will find that you are "up against" a real job. Perhaps you can introduce a motivating factor and put your idea across in that manner.

carried in stock. In order to make the setting as realistic as possible, the house was lighted with electricity and incense was burned in the fireplace, causing the smoke to issue continuously from the chimney.

As will be seen from the illustration, the paint itself was arranged

trade that will respond to this particular kind of appeal. Nearly everyone reads a newspaper. What you have to tell of your offerings is news. News is information, and unless you inform the public that you are in business they will patronize the store they are best acquaint-



Paint Display Made by M. E. Klasky for the Kelly-Duluth Company, Duluth, Minnesota.

This has been done and effectively, too, by M. E. Klasky for the Kelly-Duluth Company, Duluth, Minnesota, who won fourth prize in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition, which closed April 1.

The accompanying illustration shows the window display featuring paints in connection with a clean-up and paint-up campaign that sold hundreds of gallons of paint.

The house shown in the center of the window is an exact model of a well-known Duluth home which was painted and decorated with the paint

on stepladders, while the brushes and color cards were scattered in profusion in the foreground of the display.

The judges were unanimous in their opinion that this display was one of unusual merit, in view of the fact that a display of this kind is difficult to make.

Your Store Is a Source of News; Tell It to People.

The local newspaper can be used profitably if your store is located where there is sufficient volume of

ed with. Use mailing lists from time to time. Cooperate with aggressive manufacturers and wholesalers who are willing to assist you in merchandising their advertised products. Use plenty of neat price tickets featuring your special offerings. Make it easy for the customer to buy.

If you give away the secrets of your employer's business to outsiders, you may expect them to take advantage of the knowledge when opportunity offers. That reduces the security of your own job.

Sell White Paint for Rural Mail Boxes.

"Save the surface and you save all," was the message of the Postoffice Department to 5,000,000 owners of the rural mail boxes which grace or disgrace the country roads of the nation, depending on their state of preservation.

Spring is here and spring is the time to freshen things up. Paint covers a multitude of sins, and although a rusty mail box on a rheumatic post is not necessarily a sin, it is certainly not a thing of beauty.

White is the color recommended by the Postoffice Department as the model for mail boxes. White is becoming in any natural surroundings and the department is encouraging the beautification of country roads by the elimination of the inelegant things distributed along them. Rural residents are urged not to stop at the box with their surface-saving operations, but to continue on down the post or support.

The name of the head of each family should be printed or stenciled on each box in letters at least one inch in height. Postmasters, in making their regular semi-annual tour of inspection of rural mail boxes, are urged to bring to the attention of patrons the advisability of keeping their mail receptacles in good condition.

Do Not Get Excited About Apparent Shortage of Material

A number of attempts have been made in the last few weeks to create an impression that there is a shortage in certain basic commodities. Such things to be expected at the beginning of a business boom, and they afford further proof, if any were needed, of vigorous demand and increasing purchasing power. There is danger, however, that a widespread belief that there is a general scarcity of goods may develop as it has done before and lead to runaway markets. It will be recalled that throughout 1919 and the early part of 1920 there was a prevalent impression among manufac-

turers and merchants that there was "not enough to go around," and this idea was an important factor in forcing up prices. Later it developed that the alleged shortage was due to an artificial situation caused by the speculative hoarding of commodities. Prices then began to break and every speculative holder wished to get rid of his goods before the market sagged further. Their stampede to unload only accentuated the price debacle.

No situation like the foregoing has developed, nor is there any immediate prospect that it will. The false propaganda of coming shortages has been promptly squelched by citations of facts and figures, but the machinery for collecting such information about production and stocks of basic commodities needs further enlargement if it is to meet an important business need. The Department of Commerce now compiles much useful information of this sort, using what it collects directly, what other departments have gathered, and what is collected through various trade associations that cooperate with the department. The president's committee on unemployment in its recent report has urged that this service be maintained and expanded.

Coming Conventions

The Western Central Association, Richmond, Virginia, May 7, 1923. Allen W. Williams, Secretary, 52 West Gay Street, Columbus, Ohio.

The Stove Founders' National Defense Association, Richmond, Virginia, May 8, 1923. Robert S. Sloan, Secretary, Scranton, Pennsylvania.

The National Association of Stove Manufacturers, Richmond, Virginia, May 8, 1923. Robert S. Wood, Secretary, Troy, New York.

Hardware Association of the Carolinas, Columbia, South Carolina, May 8, 9, 10 and 11, 1923. T. W. Dixon, Secretary-Treasurer, Charlotte, North Carolina.

Arkansas Retail Hardware Association, Marion Hotel, Little Rock, Arkansas, May, 1923. L. P. Biggs, Secretary, 815-816 Southern Trust Building, Little Rock, Arkansas.

Arkansas Retail Hardware Association, Marion Hotel, Little Rock, Arkansas, May, 1923. L. P. Biggs, Secretary, 815-816 Southern Trust Building, Little Rock, Arkansas.

Panhandle Hardware and Implement Association, Amarillo, Texas, May 14

and 15, 1923. C. L. Thompson, Secretary and Treasurer, Canyon, Texas.

Southeastern Retail Hardware and Implement Association, covering Tennessee, Alabama, Georgia and Florida, Auditorium Armory, Atlanta, Georgia, May 15, 16, 17 and 18, 1923. Walter Harlan, Secretary-Treasurer, 701 Grand Theater Building, Atlanta, Georgia.

National Retail Hardware Association and American Hardware Manufacturers' Association, Richmond, Virginia, June, 1923. Herbert P. Sheets, Retailers' Secretary-Treasurer, Argos, Indiana, and Frederick D. Mitchell, Secretary-Treasurer, Manufacturers, 1819 Broadway, New York City.

Missouri Sheet Metal Contractors' Association, Statler Hotel, St. Louis, Missouri, June 25, 1923. Otto E. Scheske, Secretary, 3818 Maffitt Avenue, St. Louis, Missouri.

The National Association of Sheet Metal Contractors, St. Louis, Missouri, June 25 to 29, 1923. E. B. Langenberg, Secretary of St. Louis Convention Committee, 4057 Forest Park Boulevard, St. Louis Missouri; E. L. Seabrook, 608 Chestnut Street, Philadelphia, Secretary.

Sheet Metal Contractors' Association of Pennsylvania, Hotel Allen, Allentown, Pennsylvania, July 26 and 27, 1923. W. F. Angermyer, Secretary, 714 Homewood Avenue, Pittsburgh, Pennsylvania.

Retail Hardware Doings

Illinois.

The E. O. Reaugh Hardware stock at Carthage has been sold to Mensendick Brothers of West Point.

Indiana.

The hardware store of Ira A. Scripture and Son at Moores Hill has been sold to William Whiteford and Son.

Iowa.

Claude E. States has purchased the hardware store of E. A. Shaw at Rippey.

Kansas.

Marlin C. Marshall is now sole owner of the Marshall and Credit Hardware Store at Quenemo. The store will now be known as Marshall's Hardware Store.

The Morris Hardware Company of Wichita has purchased the Herlecker Hardware Company of Hutchinson.

Missouri.

Claude West has moved to Milan, where he intends to open a hardware store.

At Mexico, W. B. Sappington has purchased a half interest in the Mexico Hardware and Furniture Company from J. O. Hall.

Emerson Young of Ridgeway has purchased the France Hardware Store at that place.

A deal has been completed whereby G. A. Poe becomes the owner of the Melvin Crispin interest in the Casebolt and Crispin Hardware Store at DeWitt.

Iver Hammer and Sons have purchased the hardware and paint stock from A. O. Johnson at Hammer.

Wisconsin.

The Lincoln Hardware Company at Racine has moved to 1819 State Street.

Wyoming.

At Yoder, fire destroyed the Elquest Hardware Store.

Itinerant Stove Peddler Helps Nebraska Stove Merchant Sell Twenty-three Ranges.

This Happened This Spring in Locality Where Farmers Are Supposed to Be in Bad Financial Shape.

THERE are some folks who follow the example of the little cur who, when he saw a big dog come down the alley toward him, just curled up and hoped that the big dog would pay no attention to him.

For example, there is the case of the "Stove Peddler."

In some localities, the Stove Peddler just has things his own way. When he comes into a town with his carload of ranges, the retailers who are carrying stoves and ranges in their stock just naturally curl up and appear to be afraid of letting people know that they are in business, and that when they sell a range they will stay on the job, so that the customer may have somebody to go to if things should go wrong with the range.

Maybe also that they are so tender-hearted that they do not want to do anything that might hurt Mr. Stove Peddler's feelings or interfere with his sales.

Whatever the cause may be, this is a fact: That there are enough localities where the retailers fail to go after business in an aggressive manner to make it possible for several big stove factories to be operated on full time right along producing stoves and ranges that are sold by these pests that we know as Stove Peddlers.

And the important point is that every range sold by these itinerants stands as a monument to and reminder of the fact that the man who should have sold that range—the local retailer—was not on his job!

And if he was not on the job in that respect what is there to indicate that he will be any more on the job with any other line?

In other words—such a retailer is a distinct detriment to his locality—not only to the general public, but

more especially to his fellow retailers.

But, happily, not every stove dealer curls up when Mr. Stove Peddler comes to town, for here is a case where such an advent actually was the cause of the sales of 23 Copper Clad malleable ranges within ten days this spring.

Central City, Nebraska, has a population of about 2500 people, and they say that farmers in the surrounding community are not very well supplied with ready cash, owing to the low prices of corn, wheat and live stock, as compared with what must be paid for most of the things they have to buy.

But it so happened that a "Factory Representative of One of the Largest Stove Manufacturers" decided to give the benefit of his wonderful stove knowledge and of the efficiency of his factory to the people in and around Central City, provided they would separate themselves from sufficient cash to take off his hands these exceptionally fine ranges that he was able to sell for such ridiculous prices.

It also happened that there is a live firm of stove merchants in that same town of Central City, and that was where Mr. Stove Peddler made his mistake.

Ross-Cowgill-Hart have been selling Copper Clad malleable ranges almost as long as these ranges have been made, and they have followed out the suggestions for advertising and for locating and developing prospects for ranges which the company furnishes in such full measure.

So when Mr. Stove Peddler announced that he was going to gladden the hearts of the people in and near Central City with his presence and also with his ranges, Ross-Cowgill-Hart decided that this was too good an opportunity to make a few range sales themselves to let it

go by without notice, and they arranged with one of the Copper Clad demonstrators to come and help them out. His name, by the way, is Charlie Campbell, a brother of one of the cracker-jack salesmen of the Copper Clad folks.

Charlie came on and went hot on the trail of Mr. Stove Peddler and Ross-Cowgill-Hart made a fine display with cooking demonstrations, etc., and in ten days sold 23 Copper Clads.

Of course, the Stove Peddler sold some of his stuff, and the other stove dealers sold some, as the result of all the stir, but the point is that the biggest number of ranges sold were bought from the local stove merchants—

Because they were aggressive enough to go after the business.

And here is another point—just as important:

A month before the stove peddler showed up, you could not have found any one among the Central City stove merchants who would have been willing to say that he could sell more than a dozen ranges this spring.

And less than two months later, with fully two months more of good coal range weather yet to come, one of these stove merchants had sold 23 ranges, and the other two nearly twenty put together, which added to those sold by the peddler makes nearly sixty ranges.

In other words, instead of the locality being "fed up" on ranges, and instead of people not being able to pay for high priced ranges, sixty families were located who had the inclination to buy a range and the money to pay for it.

Somebody has said that anybody can take money in over the counter for stuff that people will buy without urging, but that it requires a real salesman to sell seventy-five per

cent of the goods sold in the average hardware store.

For every range that is "bought" without much effort on the part of the merchant it is safe to say that another one can be "sold" by a list of aggressive "location work."

And there is this point to consider: The customer you hunt up yourself is usually free from notions about any other make, so that you stand a much better chance of selling her than is the case with the one who comes to you while on an "inspection trip" among the various stove stores.

Local Newspaper Can Help You Materially in Increasing Your Sales of Ranges.

There's a newspaper in Aurora, Illinois, that is certainly on the job. Recently this paper announced a free cooking school under the direction of a domestic science expert. Lectures and demonstrations on every cooking subject from cake to ham were given for four days. The cookery stunts were done on a Reliable Lorain-equipped gas range. The paper in question is the *Aurora Beacon-News*. It has this to say about the first day's events:

"Grand Army hall was jammed today with eager women and almost 300 more were unable to get in as the *Beacon-News* four day free cooking school opened. Miss Mary Schumacher, the home economics expert from James Milliken university said it was the greatest first day attendance she had ever had at a cooking school.

"In today's crowd were women of all ages, and stations. Some had been married and cooking for years. Others had heard a lot about the art and hoped to be able to pass a critical examination. These latter were a blushing lot wearing engagement rings.

"Miss Schumacher was given the closest attention and the questions put to her were of a nature that was helpful to the whole group as well as the inquirer.

"The list of displays attracted much favorable attention.

"The school will be held today and Wednesday, Thursday and Friday from 1 to 6 p. m. Classes are from 2 until 4 p. m."

Leath's Furniture Store, one of the progressive stove merchants of Aurora, took advantage of the opportunity and ran a number of advertisements in the newspapers, featuring their Reliable Lorain-equipped gas ranges. The *News-Beacon* of course covered the demonstrations each day and reported them in detail in its columns. Results from every angle were most gratifying—the women learned a lot about Time and Temperature Cookery, the newspaper gained in prestige, and the dealer no doubt received inquiries that led to a number of sales of Lorain-equipped stoves.

Here is an example of how a live newspaper can help the local dealer.

How about one of the newspapers in your town?

Who Manufactures "Radiant" Coal Oil Heating Stove?

TO AMERICAN ARTISAN AND HARDWARE RECORD:

Will you kindly advise us who makes the coal oil heating stove called "Radiant."

Yours very truly,

COLTON AND BAXTER.

—, Illinois, April 19, 1923.

Efficient, Inexpensive Assistant Wants Steady Position.

I want a place in your store.

I will be one of your greatest workers.

I will get new business for you every day.

I will always be on the job.

I will be on hand before the store opens in the morning.

I will stay and work for you after all others have gone.

I will always be enthusiastic about you.

I will tell everybody about you and your merchandise.

I will increase your efficiency many times.

I am absolutely necessary to your business.

I am the Window Card.

How Our Great Fire Loss Can Be Reduced.

The people of the United States are allowing property to be destroyed by fires at the rate of a billion dollars' worth every three years. Tens of millions of dollars are spent on the maintenance of fire departments. But precious little is expended in fire prevention.

To check the present enormous fire bill, with its accompanying toll of 15,000 human lives each year, two things are needed. First, a campaign of education, persistent and continued, beginning in the schools and extending out through every agency for the dissemination of information regarding the A-B-C of fire prevention. Second, the appointment of energetic and capable fire marshals, with sufficient funds and personnel at their disposal to enforce the laws against violators of building laws and against those guilty of arson. This latter class of criminals is mulcting insurance companies of untold millions, which honest people are required to pay in the form of higher premiums.

Public officials should leave off pussyfooting and go at this proposition in earnest. Nothing they could do would yield more evident or more worthwhile results.

Some of the Benefits of Knowing Your Business.

"Knowledge is Power." Why not build your business on knowledge?

The merchant who knows has an eternal advantage over the merchant who merely supposes or guesses. Retail selling is one of the greatest occupations in the world. It deserves just as serious study as is required for the mastery of law, of medicine, or anything else.

A thorough knowledge of the thing you are selling creates interest and is a satisfaction in itself.

No merchant is so old or experienced that he cannot afford to become now an earnest student of his business. No store is so well managed that it would not profit by the adoption of methods used in still more successful stores.

Study Carefully Advertising Possibilities of Your Stove and Range Business So That You Can Advertise Your Stock Judiciously.

Make Your Advertising More Gainful by Being Specific and Timely with Your Stove and Range Offerings.

When an advertisement is small and no prices are quoted, it can be considered as little better than a name card. In order to pull busi-



There is no guess work about your Copper-Clad

Copper-Clad is built to serve and folks who own a Copper-Clad call it "the perfect cooking machine." They say, "It's a machine like" 'cause it does the same good work day after day in a most dependable way.

Yes 'Mam! Copper-Clad is made to make folks "Range Happy." Come in and see one.

Pierce Hardware

Phone 64.

When you buy your range—Buy a Copper-Clad

ness, the advertisement must carry a direct appeal; it must tell why the prospective customer should come to some particular store to satisfy his or her wants.

True, the illustrated advertisement of Pierce Hardware, which appeared in Lafayette, Indiana, *Journal*, does speak of Copper-Clad ranges, still it does it in such a calm, unpretentious manner as not to excite a great amount of interest. The type used is necessarily so small as to make its reading difficult and, therefore, the explanatory note is of practically no value. "When you buy yours, buy a Copper-Clad" is good advice, but why buy a Copper-Clad in preference to others is the question that should be answered.

* * *

The accompanying replica of the advertisement used by Stepanek and Vondracek Hardware Company, which ran in the Cedar Rapids, Iowa, *Gazette*, is very good as an


announcement and, no doubt, served its purpose well. It was evidently used to announce a special display being made by the firm, and was doubtless a means of attracting a good deal of attention to window display. It is sure to attract attention wherever placed in the paper and the wording is set in large type with just enough to arouse interest and no more. The disposition of the old range at a figure compatible with its real value is a question which confronts most prospective stove customers and they are apt to consider getting along with the old range for another year unless some good argument can be made in favor of making a change. The

naturally want to know how to obtain a set of silverware free.

* * *

The mythical characters of Homer and even those from the fertile brain of Victor Hugo were supposed to have been able to be in thousands of different places at the same instant. What would you say if some one were to tell you that these same characters existed in reality and were performing a very important function in our everyday business life today? "Incredulous!" would be your answer. "Those were merely Greek fables and French fairy tales." The AMERICAN ARTISAN AND HARDWARE RECORD reaches thousands of

**To Get
A
Set of
Silver-
ware
Free**



**To Get
A Big
Allow-
ance on
your Old
Range**

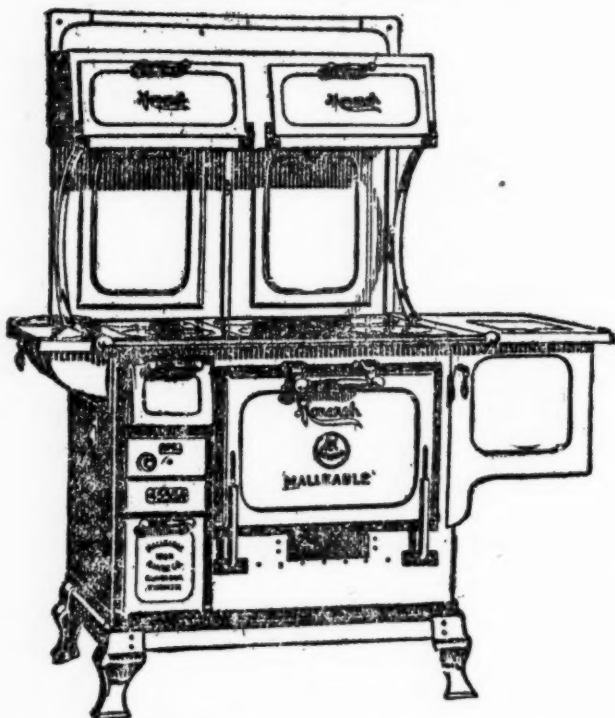
Stepanek & Vondracek Hdw. Co.
212-214 Third Avenue Phone 460

stove merchants are up against this problem in the same manner that automobile salesmen are, but the firm has evidently found some method of either rebuilding the old range and selling at a profit or else they have some other method of disposing of the used range, in order to relieve the customer of that worry. The curious person would

retail stores and is read by as many dealers almost simultaneously. This is an improvement on the mythical characters of old because AMERICAN ARTISAN makes it its business to do something for your business while it is in all of these different places at once. Why not let AMERICAN ARTISAN show you how it can build your business?

THE GREATEST Range Value Obtainable

will be found in the



MONARCH MALLEABLE

Not only will it appeal to you from the standpoint of appearance, but you will enthuse over the manner in which it cooks and bakes.

Our prices are attractive and we invite your inspection of the truly practical Range, any style. Both coal and gas, at the

NEW HARDWARE STORE

314 West First Street

P. A. COVERT

The accompanying reproduction is taken from the Dixon, Illinois, *Telegraph* and shows how P. A. Covert advertised Monarch malleable ranges. Mr. Covert believes in getting right down to brass tacks and telling the housewives just what they can expect from this range; that is, how it cooks, bakes and how

it looks. He knows that, although a man is primarily interested in the mechanical construction of the object in question, the woman of the house is more interested in its performance and its appearance, and, as is generally the case, she is the final judge, she it is who is being appealed to in the advertisement.

The invitation to inspect the stove is both adroit and cleverly worded.

* * *

The accompanying illustration is a reproduction of an advertisement which ran in the Sanborn, Iowa, *Pioneer*. This advertisement can be considered as little better than a card. There is no special appeal made in it; there is nothing in it

MOORE'S PAINTS

Interior Paint

Exterior Paint

Floor Paint

White Lead

Pure Oil

Muresco

And we can give you a real price on this stock.

Prices are Right

Dow's Hardware

STILL IN PLUMBING GAME

that would attract a prospective customer into the store; there are no prices quoted. It is also generally conceded that the full name and address of the house doing the advertising should be conspicuously located either at the bottom or top of the copy.

This space could have been used to much greater advantage if the paint makers had been appealed to for advice, and more productive copy for the purpose would have been forthcoming.

* * *

To ask a business man if he believes in advertising is to impugn his intelligence. To discuss with him the proper application of it to his business is to render service to him. If we render him a service first on our own initiative he is going to right about face and render us one later. You can call this a vicious circle if you like, but it pays to render your customers service.

* * *

If it is anybody's business to look after the boosting of your community, it is yours. If you do not do your share of it, how will you have the nerve to profit by what others do?

Total Absence of Inquiry Marks Pig Iron Market; Customers Offer \$31 for No. 2, Pittsburgh; Spot, Chicago, Brings \$32.

Copper Continued Steady at 17 Cents; Some Other Non-Ferrous Metals Declined, While Tin Experienced Slight Rally.

THE copper market remained in doldrums throughout the latter part of last week. Electrolytic was held at 17 cents delivered. The fore part of this week, however, the slightly improved condition did not hold, and on April 24 Electrolytic delivered was being offered at 16½ cents. The minimum price among the largest dealers is still 17 cents, however, for this grade of copper.

Business was in a state of stagnation on April 25 and the market was nominal at 17 cents a pound for electrolytic delivered over the next few months.

Producers have refused to make further price reductions and consumers have held aloof from buying, as the latter are well covered for the immediate future.

Chicago Warehouse maintains a base price of 24¼ cents on copper.

Tin.

There was a market slowing up in the price decline of Straits tin the latter part of last week. Prices ranged from 44½ cents to 44⅞ cents on Straits. The following day, April 21, Straits dropped off ¾ cents, but futures were commanding premiums of from ¼ to ½ cent a pound. The total decline since the middle of March has been 7½ cents. Straits declined 2½ cents in the domestic market, but April was firm at 44 cents, while futures were still commanding premiums of from ¼ cent to ½ cent April 23.

On April 24 earlier deliveries in the domestic market Straits shipments closed at 45½ cents, while later months commanded premiums.

The rally in tin was inaugurated on Monday, April 23, causing a recovery in price of 1 cent.

Chicago warehouse prices on tin

are: Pig tin, 47.55 cents, and bar tin, 49.55 cents.

Lead.

The lead market the latter part of last week saw its first reaction downward since June, 1921, as a large interest announced a reduction of ¼ cent per pound, bringing the price to 8 cents. Prompt and May shipments were offered on April 20 at 7.90 cents East St. Louis, and there was little show of confidence in buying.

There was a further decline on April 23 to 7.85 cents East St. Louis basis and bids for May were not being solicited. New orders were not plentiful, as the softer tone indicated a more plentiful supply.

Cauton still prevailed with the buyers on April 24, but the situation had not reached a point of heaviness. The holders of spot lead were more disposed to shade fractionally for business.

The St. Louis market was making its offerings as low as 7.80 cents for spot and 7.75 cents for futures.

Solder.

Chicago warehouse prices on solder are as follows: Warranted 50-50, \$28.00; Commercial 45-55, \$26.25, and Plumbers', \$24.50.

Zinc.

The zinc market became somewhat easier the latter part of last week. The offerings from producers on April 20 for future shipment of 7.15 cents for May, 7.10 cents for June and 7.00 cents for July, Prime Western East St. Louis basis. Buyers confined their purchases to prompt and early futures.

The demand continued slack on April 24. Prompt Prime Western was offered at 7.10 cents East St. Louis basis, May at 7.05 cents, June at 7.00 cents, July at 6.95 cents, and

it seems that these prices might be shaded on bids.

Tin Plate.

There is some talk of \$6 per base box, Pittsburgh as a price for tin plate for third quarter delivery, but the figure is being held in a balance until some of the larger interests declare their figures. The present nominal price is \$4.95 and although costs have increased somewhat, they have not increased enough to warrant a rise to \$6 per box.

New demand is being held in check because of the uncertainty of price, but efforts to obtain quotations are sufficiently numerous to indicate that a heavy buying movement will ensue within a week or two.

A fair demand still exists for stock tin plate involving lots up to 10,000 base boxes at a time.

Wire and Nails.

The regular market price on plain wire has become well established for the time being at 2.75 cents base, Pittsburgh, and 3.00 cents on wire nails base Pittsburgh.

The Cambria prices on wire and wire nails, respectively, 3.00 cents and 3.10 cents. Specifications on contracts are freely furnished and new bookings are only limited by the producers inability to take on more tonnage.

The nail supply is far short of equalling the current demand as is bright wire.

Fencing orders have fallen off, but a fair demand is still evident for barbed wire.

The general price for cement-coated nails is 2.70 cents base Pittsburgh and some makers are from six to eight months behind on their deliveries. New bookings, therefore, are lagging. Wire nail plant

operations continue around 85 per cent of capacity.

Bolts and Nuts.

Chicago bolt and nut makers are in receipt of full specifications on their contracts. As most of the second quarter requirements are under contract, there is little new business to report, except the current inquiry from various users.

Sheets.

Word from Pittsburgh the fore part of the current week indicated that sheet prices for the third quarter would be announced before May 1. Buyers throughout the country are endeavoring to persuade producers to accept their orders. There will be little tonnage available for transient purchasers, as regular customers are unlikely to have their needs satisfied.

The wage increases recently made by the mills have enabled them to maintain their labor supply, but they have been unable to add to their forces.

The labor shortage is more acute in the galvanizing departments and where these are not shut down entirely, their operations are greatly curtailed.

The following are the nominal quotations of one large producer: 2.65 cents, 3.50 cents, 4.60 cents and 5.00 cents, base Pittsburgh, respectively, on blue annealed, black, galvanized and full-finished automobile sheets. From 3.85 cents to 4.15 cents is quoted by independents on black; up to 5.50 cents is quoted by independent galvanizing mills on galvanized sheets, while 3.25 cents appears to be the general market on blue annealed sheets. Makers of full-finished sheets have obtained as high as 7.00 cents for small lots although the going market is somewhere between 5.50 cents and 6.00 cents.

Old Metals.

Wholesale quotations in the Chicago district, which should be considered as nominal, are as follows: Old steel axles, \$24.25 to \$24.75; old iron axles, \$28.00 to \$28.50; steel springs, \$24.50 to \$25.00; No. 1 wrought iron, \$19.50 to \$20.00;

No. 1 cast, \$23.00 to \$23.50, all per net tons. Prices for non-ferrous metals are quoted as follows, per pounds: Light copper, 11 cents;

light brass, 6½ cents; lead, 5½ cents; zinc, 4 cents; and cast aluminum, 16½ cents. The demand for nearly all lines is heavy.

Pig Iron Market Firm at Birmingham; Melters at Chicago Covered for Second Quarter.

*Fourth Quarter Inquiries Received;
Selling for Third Quarter Conservative.*

AT PITTSBURGH there has been almost a total lack of inquiry for steel making pig iron. In foundry iron customers have come in offering \$31, valley, for third quarter delivery for No. 2. A few smaller buyers have closed deals involving 500 tons for the entire quarter at \$31 base figure. A few single carload orders for Bessemer continue to be booked at \$31.

Quotations at Birmingham are firm at \$27 for No. 2 foundry iron, but sales are not in such large tonnages as recently. Production continues steady. All pipe plants, radiator works, stove and heating apparatus makers are asking for a steady delivery of their iron. Sales for third quarter delivery are increasing some. Fourth quarter inquiries have been received but no price has been made.

Inquiry and buying at Chicago are both light. Most melters are fully covered for second quarter, although there are some inquiries for spot tonnages. Selling for third quarter is conservative. This is quoted at \$33, while spot brings \$32. Prompt delivery iron is somewhat difficult to obtain. The demand is largely for foundry grade quoted at \$31, base eastern furnace, plus \$1 silicon differentials. Some malleable has been sold at \$32, furnace.

Generally there is a disposition among pig iron producers to regard prices as fair and there is no disposition to advance them.

Shipments and production of bee-hive coke continue upon a high plane although new buying is rather limited.

A tonnage, about 15,000 tons monthly, was divided between two

Pittsburgh interests, one with Connellsville connections taking approximately 8,000 tons, and the other, a Connellsville oven operator, the remainder.

Sales in the spot market have been made at \$5.50 to around \$6, the minimum undoubtedly applying to distress tonnages a large number of which appear from time to time from some of the smaller interests. The \$5.50 price is 50 cents per ton below the minimum prevailing early last week and 25 cents below the minimum of the latter part of the week.

Coke has been shipped in such large quantities to a West Virginia steel company stack that it has been necessary to dispose of it in other directions. Approximately 2,000 tons monthly for May and June has been sold around \$6 to \$6.25.

At present no blast furnaces are in the market except in a tentative way asking for third quarter prices. These expect to buy coke at less than \$6.50 for that period although should export demand quicken and the transportation situation tighten as it always does at the opening of the late coal season, it may be difficult to develop figures much lower than \$6.50 for extended delivery.

The market on standard selected 72-hour foundry coke has quickened considerably and now is quotable at \$7 to \$8. Several spot sales at \$7 were consummated in the past week. Most foundry coke consumers are under contract at higher figures but those now entering the market find larger supplies available owing to the fact that more attention is being given to the production of foundry fuel.